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# play <sup>"The Operators' Choice"</sup> METER

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27

88



26

# CONTENTS

Vol. 37 • No. 5  
 May 2011  
[www.playmeter.com](http://www.playmeter.com)

**28 State Meeting: LAMOA**

The Louisiana Amusement and Music Operators association held a conference in March at the Hilton Baton Rouge. The main topic of the meeting was a protocol change for the new central computer system.

**32 Amusement Expo Seminars**

Amusement Expo coverage continues this month with a look at six informative seminars with topics ranging from Web tools to redemption strategies.

**54 Nightclub and Bar Show**

This annual hospitality event provided an education program and ample opportunities for networking while having fun in the process.

**80 NBVA: Bulk Vending Pavilion**

The National Bulk Vending Association Pavilion, located within this year's Amusement Expo, allowed for new business connections and an easier schedule for industry members.

**On the Cover**

AMI Entertainment Network offers today's technology in the new Rowe NGX, which features an affordable price, effortless serviceability, and infinite looks.

**Departments**

Ad Index .....	112
AMOA Membership Meeting .....	36
Beyond the Playfield .....	68
Bulk Business .....	87
Classifieds .....	91
Coin-Op News .....	10
Company Profile: GEO .....	75
Consultant's Corner .....	70
Cover Story .....	59
Critic's Corner .....	66
Equipment Poll .....	8
FEC News .....	50
Kid Korner .....	42
Open House: AVS .....	72
Redemption Formula .....	48
Sporting Edge: Arachnid .....	74
Trade Accessories .....	76
Trade Show: Nightclub and Bar .....	54
Trade Show: Pizza Expo .....	63
Travel Tracks .....	10
What's New .....	26



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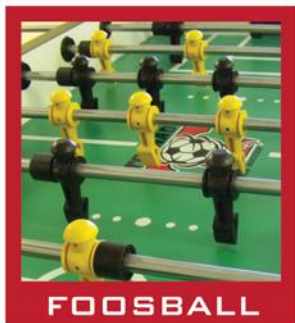
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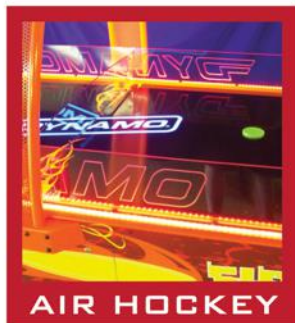
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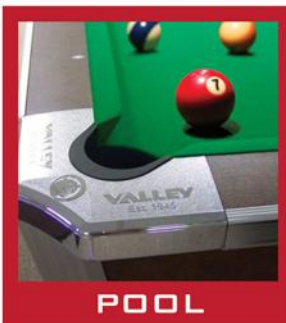
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Michael Auger, Managing Partner of Trifecta Management Group INC, USA.

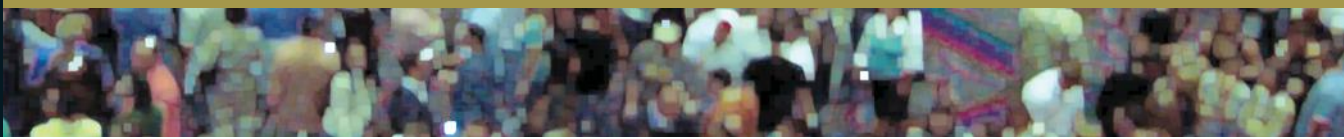
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# Show time in Las Vegas



Joe Kirby of Betson and the Big Buck Girls with Big Buck World from Raw Thrills/Play Mechanix.

The Nightclub and Bar Convention and Trade Show returned to Las Vegas March 7-9 and the show was bigger and better than ever.

Deemed a powerful resource for sales-building products, ideas, and tools for growing businesses, the Nightclub and Bar show attracted a variety of restaurant and location owners, operators, and other members of the hospitality industry.

This year's show featured plenty of events that allowed attendees to network and have some fun in the process. A conference program provided education on a variety of topics ranging from e-mail marketing to increasing profits with new menu items.

A Coin-op Pavillion hosted by the American Amusement Machine Association (AAMA) included exhibits from Andamiro USA Corp., Bay Tek Games Inc., Betson Enterprises, Incredible Technologies (IT), Infinity Bowl LLC., Namco, NSM Music, Pentavision Global, Stern Pinball Inc., U-Turn Vending, and Quibica AMF.

Location owners in the amusement world can benefit from attending this show not only by seeing new games, but also by discovering companies that provide wristbands, ATMs, vending machines, and much more.

Next year's event will take place March 12-14, again in Las Vegas.

For more information, call (888)966-2727; Web ([www.ncbshow.com](http://www.ncbshow.com)). ▲



Jenn Purdy of MedTech Wristbands USA.



From left: Jeff Evangelista, Tom Siemieniec, Frank Cosentino, Mehdi Eghbal, and Kunito Komori of Namco surround the four-player Pac-Man Battle Royale.



Dorman Spencer (l) and Alexandra Berglund of QubicaAMF showed a scaled down bowling solution to bar owners.



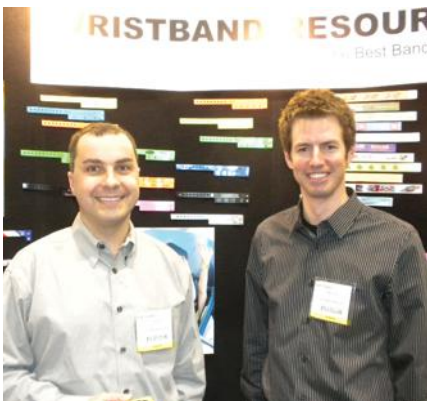
Richard Eddy (l) and James Willis of National Ticket display their large selection of four-color graphic and Sta-Put Tab wristbands.



Wayne Young of Money Tree ATM shows The Palmetto ATM countertop model for locations with space limitations.



Mary Peters (l) and Gabriel Jacobs of Blo Dad & Sons had a lot of traffic around their Breathalyzer Vending Machine that is both bill and coin operated.



Troy Waltersdorf (l) and Nate Olson of Wristband Resources.



Ted Shockley (l) and Bill Owen of Indiana Ticket.



Josh Pick of Incredible Technologies next to Silver Strike LIVE.



Dave Peckels of Pentavision shows the Technika2 and Mr. Vacuum.



From left: Angela Salerno, Mike Richards, and Samantha Hastings of Wristband Specialty with wristbands that can be customized for your own QR (Quick Response).



Steve Adams of Metro Games, who operates 100 TouchTunes jukeboxes in the Dallas area, promoted TouchTunes jukeboxes in the Axis Payment Systems booth.



Carol Lally of Play Meter and Herman Fox who operates 16 QubicaAMF lanes in arcades in Washington state and Texas.



Edwin Baljeu (l) and Fernando Cruz of Precision Dynamics show their latest wristbands, including one that integrates with Facebook.



Ron Adams of Axis Payment Systems discusses payment solutions with an attendee.



Eric Keating of ATM One next to the Nautilus 2700, which has lottery and advertising capabilities.



Holly Meidl (l) and Gina Weyers of Bay Tek Games demonstrated the Beer Ball alley bowler.





Eric Johnston of Desert Amusements in Las Vegas next to the hangover prevention machine, The Alcohol Defender, developed by Albert Ko of Pentavision. The machine is sold by EDJ Distributors.



Jim Belt (l) of Stern Pinball chats with Rich Babich of Game Exchange of Colorado beside The Rolling Stones pinball.

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Kelly Dittmer (l) of TouchTunes and Michael Martinez of N2Amusements.



Mark Robbins of Shelti by Shelti RD, which offers live online play around the world due to its live streaming capability.



Gary Smith of Brunswick Bowling & Billiards, which has bowling facilities on three Norwegian Cruise Line ships.



Satinder Bhustani enjoys watching attendees playing the Dragon Punch.



Carolyn Robertson (l) and Laney Robertson of U-Turn Vending greet bar owners.



Debbi Lippel of Price Chopper Wristbands.



Valerie Bechtold of JVL Corp. shows the Echo. ▲

## COVER STORY

By Bonnie Theard



The Rowe NGX was introduced at the Amusement Expo.



# the entertainment company

*Core products constantly evolve to meet the needs of the changing marketplace.*

Imagine being able to change the entire look of your digital jukebox, in effect creating new customized equipment for the location, without any heavy lifting.

Such a product exists; it's not your imagination. It's the Rowe NGX (next generation digital jukebox) from AMI Entertainment Network.

In these challenging economic times, operators are looking for new ways to maximize earnings on every piece of equipment on location. AMI recognizes this market reality and has responded with the Rowe NGX, seen for the first time at the Amusement Expo in March.

Mike Maas, President and CEO of AMI, put it simply: "The vision of the Rowe NGX was, 'Let's build something that is highly reliable, simple to operate and maintain, meets the

needs of our operators, and has options that can extend the life of the product.'"

Maas added, "At AMI we are focusing on our customers. We are dedicated to building products that will help them make money. We are growing and succeeding despite the economy."

As an example, Maas pointed to the company's free Version 3 jukebox software of 2010 that spanned the entire AMI jukebox network. "It helped operators and increased earnings 10 percent," said Maas. "And it was not only on your next AMI jukebox that operators received that value, but on every jukebox purchased from us over the last six years. This step really reflects AMI's deep level of commitment."

## COVER STORY

fun project for us. We have several skin design concepts in progress for everything from Irish bars to sports bars to all kinds of restaurants. We try to picture the ideal jukebox for a variety of locations.”

He added, “One of the cool things about the skins is that they just snap on. And we can add special features that are directly related to the skins.”

Currently, sports themes are popular among the new concept skins; wood skins can even match the decor of a location for greater appeal.

Skins aside, Maas commented, “People love this jukebox without the skins. I am super pleased that the first three weeks of market response to this product has been a home run for us.”



Nostalgia skin for the NGX.



NiteHAWK skin for the NGX.

### TRANSFORMATION

AMI is able to transform the Rowe NGX with a variety of exterior coverings (skins) that are easily applied (no tools needed). Only one person is needed to install the entire jukebox.

The NiteHAWK II and Nostalgia skins are currently available, with plans for more on the drawing board. To check out all the skin options, visit ([www.amientertainment.com/ngx](http://www.amientertainment.com/ngx)). Comments and suggestions are welcome.

These skins are not window dressing; they are integrated into the digital jukebox through the NGX software.

The Nostalgia skin features chasing LED lights to create a classic jukebox effect; the NiteHAWK II skin features a light show of continuously changing colors, or the operator can choose one color best suited to the location.

The skins concept came from this idea: What does an operator do to make a location happy?

Maas said, “If you are an operator and you are competing, you have to win the location and keep the location. We wanted to give the operator the tools to do both. We thought, ‘Wouldn’t it be nice if you offered the location a choice: old fashioned, modern, or a

look that fits the decor? Skins do that; they are a selling tool for operators.”

He continued, “Locations want something new and fresh, but changes are complicated and expensive.” He added that other scenarios could necessitate a change of equipment, such as new location ownership with a different strategy.

A.J. Russo, Creative Director, elaborated on the skins: “This is a



House of Tiny Treasures, an Instant Tournament game on Prize Farm.





**Mike Maas,**  
President and CEO



**John Margold,**  
Senior Vice President of Sales



**A.J. Russo,**  
Creative Director

Maas was quick to say that in addition to the aesthetics of the jukebox and its music capabilities, the NGX offers effortless serviceability. “Operators are price conscious,” said Maas. “Today you have to be fiscally responsible. We have to build products that work well for operators but at a price point that fits their budget. That was the key element as we developed the NGX.”

Russo noted, “We will continue to make software improvements to the

will be profitable.”

Margold cited another reason that operators have invested in digital jukeboxes: “Music gave operators an opportunity to get a raise. Now they can sell three minutes for more, and that’s a very healthy thing. Everything else has gone up, but operators are always the last to raise their prices.”

He added that operators have to help themselves; they cannot look to the bar owner who may be more focused on beer sales. “Digital juke-

aimed squarely at the idea of helping operators.”

Music is one of three AMI priorities; the other two are the Megatouch line of touch screen countertop games and what is now AMItv. AMI recently acquired TAPtv as part of its strategy. The next step is to monetize the TV advertising business to add more value to the equipment. The company has plans to make that happen in the next few years.

**“We will continue to make software improvements to the NGX and take it to the next level. It’s a flexible product.”**

NGX and take it to the next level. It’s a flexible product.”

“Once you put an NGX on the wall, it should never have to come off,” said Maas.

### **MUSIC: A BRIGHT SPOT**

“While no one thinks the economy is completely out of the doldrums, there is a lot of encouragement and positive signs in the industry,” said John Margold, Senior Vice President of Sales.

“Music holds its own very nicely,” said Margold. “It does not seem to suffer the dip in revenue seen in some equipment, even in states with smoking bans.” Why? “As long as every three-and-a-half minutes people want to play music, the jukebox

boxes are not new technology; it’s today’s technology. It’s the de facto method for delivering music.”

According to Margold, the NGX is not only what operators want, it’s also what they need and all in one box at an attractive price point.

### **OPERATOR-TUNED CULTURE**

“At AMI the most important thing is our operator-friendly culture,” said Maas. “Over the last few years we have truly focused on serving the needs of the operator through our product introductions and customer service. We devote a higher portion of our revenue to customer service than a typical business, because we know how important it is. We are

Maas said that at least three Fortune 500 companies are advertising on the network. He explained that long-term, advertising could be powerful for AMI, operators, and locations. “It’s going to happen. We are making slow, steady progress.”

“It’s a matter of getting eyeballs on the screen,” said Russo. “Good content is essential. At AMI we’ve always said that content is king. We have a huge library of high caliber content for Megatouch, and we are now in control of the content on the TV network. That’s a big ‘stay tuned,’ because there are some pretty cool things coming.”

### **PRIZE FARM**

AMI has expanded the use of

Megatouch games with the introduction in 2010 of Prize Farm, an Internet-connected skill-based game that offers instant cash winnings and features 13 Megatouch games in the categories of action, card, quiz, and word. According to AMI, the game is legal in 29 states and is currently installed in 16 states.

To make Prize Farm even more attractive, AMI has made technical changes such as SATA hard drives rolled out in March to the entire installed base, much like the Version 3 jukebox software.

In addition, operators with Prize Farm can participate in Instant Tournaments and Progressive Tournaments beginning May 1.

Instant Tournaments pay out cash directly from the machine. The game House of Tiny Treasures can only be played through this tournament format. Players pay \$1 to play; the prize is awarded to the highest scoring player on each machine. These tournaments last for a set number of games determined randomly. There is a fixed payout percentage for each tournament, the first always being \$10.

Progressive Tournaments allow players to compete for a prize pool based on income from premium-priced tournament games nationwide. These tournaments are held for 30 days and cost \$1 to play. When the tournament is complete, the top three scores nationwide win cash prizes.

Prize Farm features include a 22-inch LCD monitor, MEI bill acceptor, and theft-deterrent locking system. Cash prizes are in \$1 coins only. New software can be downloaded to all connected units.

## CONCLUSION

After reviewing all the new products and advancements brought to the coin-op community this spring, Maas said, "Bottom line, we're an entertainment company. We are focused on the kinds of entertainment people want to

The standard NGX configuration includes a 32-inch monitor with configurable promotional belt; six-button wired remote; IR wireless remote; four-channel pre-amplifier; and standard currency module of CoinCo bill acceptor with 700 stacker, Imonex coin acceptor, and credit card reader.

The core computer package houses the hard drive, motherboard, power supply, and I/O controller. The hard-drive (320GB 2.5-inch SATA) is pre-installed with selectable music genre collections for any type of location.

Options include skins and three currency module options: 1) dual CoinCo BA with coin and credit card, 2) MEI BA with coin and credit card, and 3) dual MEI BA with coin and credit card. Kit options include a wireless router, output transformer, 56K PCI Ex modem, money meter, special event switch, RF remote kit, IR transmitter, Verizon wireless kit, and Sprint wireless kit.

Software features include access to 300 local albums, over 735,000 additional songs available online with weekly updates (broadband connection required), music from a variety of labels, the ability to add location photos, and the ability to create a secondary music selector and boost revenue by connecting to a Megatouch countertop. ▲



participate in and interact with. "

Looking ahead, new Megatouch software is slated for the fall. Russo and the creative staff are busy devel-

every year for the last few years, and we will continue that tradition."

For more information on the AMI product line, call (800)393-0201;

***"We are dedicated to building products that will help our customers make money."***

oping exciting new titles to engage and challenge players. "We're excited about it," said Maas. "We have been introducing better and better software

Web ([www.amientertainment.com](http://www.amientertainment.com)). NGX "how-to" videos are available at ([www.amientertainment.com/music/hardware/ngx/howto/](http://www.amientertainment.com/music/hardware/ngx/howto/)). ▲



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# Fearsome fivesome



Josh and Zach Sharpe

*The Sharpe brothers introduce four new games that caught their eyes at this year's Amusement Expo.*

We can't believe it has already been over a year since we first saw the combination of the Amusement Showcase International (ASI) and AMOA International Expo for the inaugural Amusement Expo in 2010.

The enthusiasm and energy definitely carried over from last year's show. While we didn't see a noticeable increase in exhibitors and equipment on display, overall traffic and attendance definitely seemed to trend upwards. Then again, we wouldn't be surprised if there was significant spillover from the International Pizza Expo taking place next door.

And what would an Amusement Expo be without some type of action

competed in yet another successful tournament.

Outside of the tournament area, there was plenty of new equipment showcased at this year's event. Similar to what we've done for past shows, this month we will take a look at some of our favorites from this year's event, followed by more in-depth reviews in months to come.

## FRUIT NINJA FX/ ADRENALINE AMUSEMENTS

Adrenaline Amusements definitely delivered one of the more unique gaming experiences at this year's show. The game itself, Fruit Ninja FX, which is based on the extremely popular iPhone App game, has the potential of housing multiple games

*"The enthusiasm and energy definitely carried over from last year's show."*

taking place at the Stern booth? Due to the positive feedback we received from running past International Flipper Pinball Association (IFPA) Pin-Golf challenges at the previous shows, this year's similar tournament was held on Stern's latest machine, The Rolling Stones. For only being held on one day of the trade show, 24 players

at the source of one giant touch screen.

This really gives operators the opportunity to offer many games in a small space. That being said, playing Fruit Ninja FX on a giant 48-inch monitor, slicing fruit all over the screen with the swipe of a finger, was an absolute blast to play. The addition/option of winning tickets by using our amazing culinary skills made the experience that much more fun.







The Rolling Stones Pinball



Dolphin Show



Score Lock



Boinko

### SCORE LOCK/ ODD ART FABRICATIONS

We always love seeing new companies come out to the tradeshow and galas, especially those that venture into this crazy world of coin-op and redemption games.

OAF fit that bill at this year's Amusement Expo and brought one of the most beautiful cabinet designs we have ever seen in the company's newest creation, Score Lock.

Standing seven feet tall is a finely detailed wizard holding a huge chest. On this chest are multiple LED buttons that must be pushed in a lighted sequence that will complete shapes, earn points, and ultimately win players many tickets. It felt like playing Namco's Flaming Finger transported into the world of Harry Potter via push buttons.

### BOINK!/BAY TEK

Bay Tek's latest game, Boink!, is quite the challenge. Combining both elements of quick reflexes and use of your hands and feet, players must hit as many targets as they can before time runs out to win as many tickets as possible.

As players, we are always looking for ways to exploit a game for the easiest way of winning tickets, however with the

hand buttons and feet buttons spaced just far enough apart, Boink! really makes you earn every single ticket. Kudos Bay Tek, you are on to us.

### DOLPHIN SHOW/ANDAMIRO

We have always found Andamiro's games as quirky and more importantly, unique. Dolphin Show definitely follows that trend with its family-friendly theme and cute cabinet design that is best described as being very Andamiro-ish.

From a game play perspective, there is much more going on than you would expect at first glance. Dolphin Show is like a mini Slam-a-Winner, but this time around, instead of the ball falling from the sky into the respective scoring holes, players must time when they push the button.

This releases the dolphin that knocks the ball off its wire form perch. While there are plenty of scoring opportunities in the scoring holes themselves, players can hit the "progressive bonanza bonus play" by spelling "dolphin" which is accomplished by hitting specific colored holes.

### THE ROLLING STONES/ STERN PINBALL

Last, but certainly not least, it's

only rock n' roll but we like it, with Stern's latest pinball machine, The Rolling Stones. Bad puns aside, we weren't the only ones to enjoy the latest music themed game as we heard much positive feedback from players throughout the tournament day.

While we are not personally big Rolling Stones fans, it's a testament to Stern to create a pinball machine that we really enjoyed, theme aside. As for fans of the band, the game comes stocked with 13 original songs, a moving Mick target, and a giant molded Stones lips. We sense much satisfaction at a location near you. ▲

With a father like Roger Sharpe, the original "Cornered Critic," it is probably no surprise that sons Josh and Zach share a true passion for the coin-op industry. Former pinball champions, both are recognized as being two of the finest players in the world. But their interest and skills have grown far beyond the silver ball to embrace video games and attractions of all types.



**Three Peters:** Three famous coin-op men named Peter visited in the aisles at the recent Amusement Expo, (l-r): Peter Betti of Betson Enterprises, Peter Casas, and Peter Gustafson.



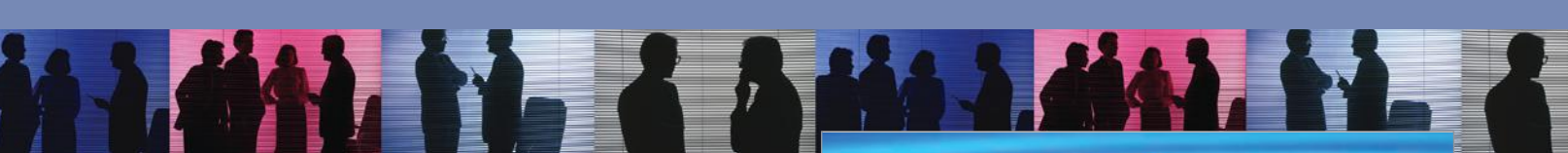
**Happy news:** Gary Balaban and John Maurer of Coast to Coast Entertainment and their staff get the good news during the Industry Gala on March 1 that the company won an AMOA Innovator Award for its Stage 1 Crane Controller.



**Family photo:** At the AMOA President's Reception on Feb. 27 before the opening of the Amusement Expo: Dale and Rita Fremin (l) of Delta Music join their son Donovan Fremin (incoming President of the AMOA) and his wife Amanda.



**Show time visits:** Joel Friedman (l) of Enco Systems hugs Carol Lally, Publisher of *Play Meter*, during a visit to the *Play Meter* booth at the Amusement Expo. Lally also welcomed close friend Marion Paul of Fannie Farkle's.



**Proud mom:** Sabrina Mokuahi, Regional Sales Manager West/Southeast for Incredible Technologies (IT) cuddles daughter Kaimana at the Amusement Expo. Kaimana (the name means “power of the ocean”) turned eight months on March 2, the day the photo was taken.



**Old friends:** Ed Singley (l) of The Pelican Group joins long-time pal Ron Carrara in checking out the Amusement Expo in Las Vegas in March.



**Valley-Dynamo at the races:** Michael Gaughan (l) of Valley-Dynamo met Daytona 500 winner Trevor Bayne at NASCAR race weekend in Las Vegas in March. ▲



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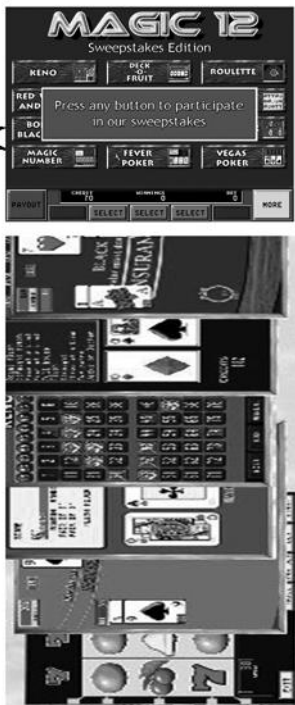
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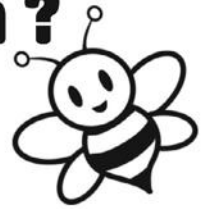
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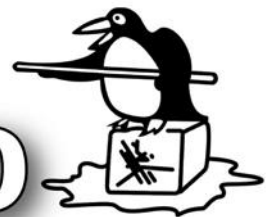
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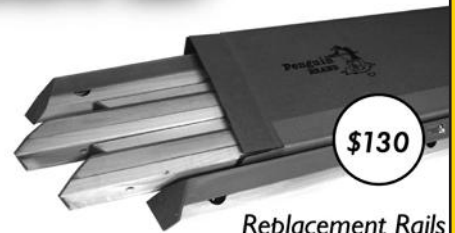
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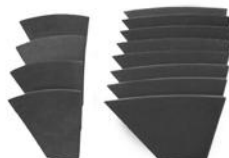
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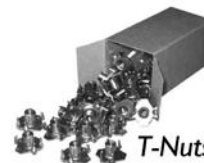
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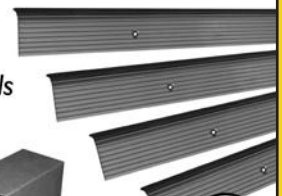
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